



Lansing
Michigan

ExporTech, the national export assistance program that helps companies accelerate their growth in global markets, is returning to the Mid-Michigan Region in February. **ExporTech** is a structured export strategy and business development process to develop written strategic plans for export growth and connect with a wide range of experts to catalyze export sales.

**ExporTech
Program Highlights:**

- Only national program that results in a customized export growth path for each company
- NEW: Access to a full-time subsidized international marketing intern for summer
- Intensive, structured process with workshops, planning tools, and individual coaching
- Connect to a wide range of local and national resources
- Peer group model - drives accountability, action, learning, networking
- Each company will be assigned a coach and a team of students to assist with research and strategic plan
- Program is designed for CEOs, VPs, and Directors responsible for international growth

- Invest 3 days over 10 weeks to create a strategic export plan for your company
- **NEW: Consider a summer export intern to assist with implementation**

2020 Dates:

- February 21,
- March 20
- & April 24



Location:

- Michigan State University
- Mid-Michigan Region

- **Fee: \$1,200(before Jan)***
- Fee increases to \$1,500 Jan 1

For questions or to apply contact:

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- Kendra Kuo, Director, U.S. Commercial Service-Grand Rapids Office, *kendra.kuo@trade.gov*, 616-458-3564

*Grant money is available from Michigan Economic Development Corporation (MEDC) to qualifying companies to cover 50% of fee, lowering out-of-pocket cost to \$600



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